

Total No. of Questions : 4]

SEAT No. :

PB-1984

[Total No. of Pages : 2

[6227]-607

T.Y. B.B.A. (I.B.)

606A : BRAND MANAGEMENT (II)
(2019 Pattern) (CBCS) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) Fill in the blanks: (Attempt Any 5) :

[5]

- a) _____ is the process of assigning characteristics and properties within and outside an offering to give that generic offering an identity which helps it to be recognised and differentiated in the market.
 - b) _____ refers to design adopted by the business to identify its brand.
 - c) _____ refers to a value premium that a company generates from a product with a recognizable name when compared to a generic equivalent.
 - d) _____ is a brand equity model that gives the brand equity value of many brands and helps to compare brand equity across many brands.
 - e) _____ that are not necessarily unique to the brand but may be shared by other brands i.e. where you can at least match the competitors claimed best.
 - f) _____ is a mental connection a customer makes between your brand and a concept, image, emotion, experience, person, interest, or activity.
- | | |
|---------------------|-----------------------|
| i) Points of Parity | ii) BAV |
| iii) Branding | iv) Brand Association |
| v) Brand Equity | vi) Logo |

P.T.O.

Q2) True or False (Any 5) :

[5]

- a) Brands want to create positive associations and ideally, brand associations are simple, positive, and immediate.
- b) There are many types and combinations of brand associations but it's helpful to focus on a few that are recognizable, influential, and achievable.
- c) Letter of Credit is a note from a bank guaranteeing that a buyer's payment to a seller will be received on time against the delivery of goods and services.
- d) Unlike customer loyalty, which is money-based (prices and discounts), brand loyalty is NOT perception-based (image and experience).
- e) Establishing a program to reward existing customers for their business is one of the most direct ways to build brand loyalty.
- f) A brand comprises tangible as well as intangible elements relating to the company's style, culture, positioning, messages, promises and value proposition.

Q3) Write Short Notes on (Any 2) :

[10]

- a) Any 4 elements of branding.
- b) Brand Equity.
- c) Brand Loyalty.
- d) Brand Positioning.

Q4) Write Long Answers on (Any 2) :

[30]

- a) Define Branding. Explain the concept and importance of branding in detail.
- b) What is Branding? Explain different types of Branding in detail.
- c) Explain the David Aaker Model in detail.
- d) What is brand development? Explain the steps in brand development strategy.

